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- SCHMIDT, E. W. *Die agrarische Exportwirtschaft Argentinien, ihre Entwicklung und Bedeutung.* (Jena: Fischer. 1920. Pp. xv, 286. 35 M.)
- SCHWEDTMAN, F. C. *The development of Scandinavian-American trade relations.* Foreign commerce series, no. 5. (New York: National City Bank. 1921. Pp. 125.)
- The American silk trade, season 1919-1920.* (New York: Silk Assoc. of America. 1920. Pp. 5.)
- Annual report of the trade of Canada (imports for consumption and exports), fiscal year ended March 31, 1920.* (Ottawa, Canada: Dominion Bureau of Statistics. 1921. Pp. 1394. 90c.)
- Royal Commission on the sugar supply. Second report.* (London: King. 1921. 3d.)
- Wholesale food markets of London. Fourth, fifth and final reports of the Departmental Committee on Food Markets.* (London: King. 1921. 4d.)

Accounting, Business Methods, Investments, and the Exchanges

NEW BOOKS

- BABSON, R. W. *Enduring investments.* (New York: Macmillan. 1921. \$1.50.)
- . *Making good in business.* (New York: Revell. 1921. Pp. 175. \$1.25.)
- BELL, S. *Accounting principles.* (New York: Macmillan. 1921.)
- BELL, W. H. *Accountants' reports.* (New York: Ronald. 1921.)
- BONNETT, C. E. *Employers' associations in the United States.* (New York: Macmillan. 1921. \$4.)
- BORDEAUX, L. *Les nouvelles législations immobilières et hypothécaires.* (Paris: Dalloz. Pp. xiv, 418.)
- BOURBEAU, M. *La Bourse des Valeurs de Paris pendant la guerre (1914-1920).* (Paris: Librairie Générale de Droit et de Jurisprudence. 1921. Pp. 384. 25 fr.)

This work, though written largely from a legal standpoint, contains important data relating to the status of the Paris Bourse and the prevailing methods of distributing and liquidating securities in France. The author analyzes the French government decrees closing the Bourse at the outbreak of the war and imposing a moratorium together with the other regulations for liquidating uncompleted Bourse transactions. Of more importance for American readers is the narrative relating to the French securities market before and during the European war. For more than a decade before the war, security prices on the Paris Bourse had been declining. Foreign issues, moreover, were taking precedence in speculative transactions over domestic securities. Because of the red tape in effecting exchange transactions due to the monopoly of the syndicate of the *agents de change*, the French banks and their agencies had gradually developed independent methods of marketing securities.

The Paris Bourse was closed by order of the government on July 31, 1914, and remained closed until September 30, 1915. When it reopened, transactions were limited in scope, and, as in New York and London, prices were regulated and controlled through government agencies. Accordingly, the speculative market (*marché à terme*) was not opened until January 2, 1920. The principal motive for the reopening of the Bourse in 1915 was the need of assistance on the part of the *agents de change* in the flotation of the government loans.

The French government, like the British, prohibited new capital flotations in the Paris market not directly or indirectly assisting the prosecution of the war, thus excluding all foreign issues, and endeavored to mobilize foreign securities with a view to supporting franc exchange. Unfortunately, investments had been encouraged before the war in Russian, Turkish and Balkan securities which were almost worthless as a means of establishing French credits in neutral markets. The French, moreover, did not favor securities in foreign currencies. For this reason several American railroads were required to place their issues on the Paris market in franc denominations. Though some of these securities were resold to American bankers and reconverted into dollar bonds, the bulk of them remained in Paris and could not be used for the "pegging" of exchange.

The author, like so many financial writers of the day, "takes his fling" at the policy of inflation. He notes that France was particularly guilty "in arbitrarily multiplying the instruments of purchasing power—and thereby driving out good money and propagating the lamentable illusion of prosperity through an excessive fiduciary currency" (pp. 314-315). To this he ascribes a large part of the fictitious rise in the market value of many securities.

The most interesting and instructive section of Dr. Bourbeau's book is the discussion of the need and the possibilities of Bourse reform in an appendix entitled "The Reorganization of the Paris Market." The old arrangement granting the syndicate of seventy *agents de change* a monopoly of transactions executed on the floor (*parquet*) of the Bourse is obsolete and ineffective. As a result, the bulk of security transactions are not executed on the *parquet*, and speculation is encouraged more than discouraged by the severe listing restrictions enforced by the French government through the syndicate. Because of their peculiar monopoly covering certain classes of transactions, the *agents de change* (who are supposed to act as mere intermediaries) take advantage of the opportunities to speculate on their own account and to "rig the market." The author thinks that the best plan for reform should favor the interests of the consumer and he quotes from Bastiat that "the consumer's interest is identical with the interest of humanity" (p. 382). What connection Bastiat's dictum has with effective stock exchange reform in Paris or elsewhere, the reviewer confesses himself as entirely ignorant.

A. M. SAKOLSKI.

CAMBON, V. *L'industrie organisée d'après les méthodes américaines*. (Paris: Payot. 1920. Pp. 268. 16 fr.)

CAMPBELL, H. B. *Legal aspects of the transfer of securities*. (New York: Doubleday, for Investment Bankers Assoc. of America. 1920. Pp. 100.)

- CARLIOZ, J. *Le gouvernement des entreprises commerciales et industrielles*. (Paris: Dunod. 1921. Pp. vi, 319. 28 fr.)
- COLE, W. M. *Bookkeeping, accounting and auditing*. (Chicago: Lincoln Inst. of Business. 1921. Pp. 479. \$3.)
Previously published under title *Accounting and auditing* by the Cree Pub. Co. in 1910.
- COLE, W. M. *The fundamentals of accounting*. With the collaboration of ANNE ELIZABETH GEDDES. (Boston: Houghton Mifflin. 1921. Pp. xi, 434. \$3.50.)
- COLLYER, C. *Industrial securities, an outline*. (New York: Doubleday. 1921. Pp. xiv, 115.)
This volume is one of a series published by the Education Committee of the Investment Bankers Association of America. It contains a syllabus of topics with references to collateral reading and explanatory comment; of special value are the chapters on Analysis of Income Accounts, and Special Financial Standards. At the end of the volume there is a bibliography.
- COX, W. E. *Cost accounting for retail fuel dealers*. Bull. no. 138. (Seattle, Wash.: Univ. of Washington Press. 1920. Pp. 63. \$1.)
- CUNNINGHAM, E. H. *Bookkeeping and elementary accounting*. (Portland, Me.: Author. 1920. Pp. 409.)
- DUNCAN, C. S. *Business studies*. I, *Stock records and perpetual inventory* (pp. 16); II, *Methods of paying salesmen* (pp. 26); III, *Problems of sales management and sales conferences* (pp. 19); IV, *The broken package room* (pp. 20). (New York: Bureau of Business Research of the Southern Wholesale Grocers' Association. 1921.)
- ELBOURNE, E. T. *Factory administration and cost accounts*. (London: Longmans. 1921. 45s.)
- ESQUIVEL OBREGÓN, T. *Latin-American commercial law*. With the collaboration of E. M. BOURCHARD. (New York: The Banks Law Bk. Co. 1921. Pp. xxiii, 972. \$10.)
- FOX, I. P. *One thousand ways and schemes to attract trade. Gathered from actual experiences of successful merchants*. (Boston: The Spatula Pub. Co. 1921. Pp. 195. \$1.50.)
- GARBER, O. *Twentieth century bank accounting: a treatise on modern banking as illustrated in the business transactions which accompany this text*. (Cincinnati, O.: South-Western Pub. Co. 1921. Pp. 79. 60c.)
- GREENWOOD, W. J. *American and foreign stock exchange practice, stock and bond trading, and the business corporation laws of all nations*. First American edition. (New York: Financial Books Co. 1921. Pp. xxi, 1048.)
- DE HAAS, J. A. *Business organization and administration*. (New York: Gregg Pub. Co. 1921. Pp. ix, 353. \$1.60.)
- HALL, S. R. *The advertising handbook: a reference work covering the principles and practice of advertising*. (New York: McGraw-Hill. 1921. Pp. ix, 743. \$5.)

HAMILTON, G. R. *Introduction to shoe store management*. In collaboration with F. R. BRIGGS, and others. (Boston: Retail Shoe Salesman's Inst. 1921. Pp. xi, 209.)

HARRISON, G. C. *Cost accounting to aid production. A practical study of scientific cost accounting*. (New York: Engineering Mag. Co. 1921. Pp. xvi, 234. \$7.50.)

In a number of articles appearing in *Industrial Management* between October, 1918, and March, 1920, which have been revised and elaborated to form the present volume, the author not only shows that cost accounting should be more concerned with making intelligent forecasts than in recording past events, but also demonstrates how such a thing is possible in many instances. Numerous quotations from historical, philosophical and general references add stimulus and interest, although in some cases the point of these illustrations is somewhat far-fetched. Some twenty-two charts and diagrams are used to good advantage on the whole, but a few might have been a little less complicated and would have accomplished the same purpose. The book is decidedly worth while and should interest the manufacturer as well as the engineer and accountant. Its arrangement, however, is not suitable for classroom purposes and could not be used to advantage by the teacher except for collateral reading.

M. J. SHUGRUE.

IVEY, P. W. *Principles of marketing: a textbook for colleges and schools of business administration*. (New York: Ronald. 1921. Pp. 351. \$3.)

JEVONS, H. S. *The economics of tenancy law and estate management, being a course of public lectures delivered in the University of Allahabad, February to April, 1921*. Bull. no. 17. (Allahabad, India: The University, Economics Dept. 1921. Pp. 114.)

KALES, A. M. *Estates, future interests, and illegal conditions and restraints in Illinois, 1920. A treatise on estates and future interests with an historical introduction*. Second edition, enlarged. (Chicago: Callaghan & Co. 1920. \$12.)

KITSON, H. D. *The mind of the buyer: a psychology of selling*. (New York: Macmillan. 1921. Pp. 210.)

KORZYBSKI, A. *Manhood of humanity: the science and art of human engineering*. (New York: Dutton. 1921. Pp. xiii, 264. \$3.)

LAGERQUIST, W. E. *Investment analysis*. (New York: Macmillan. 1921.)

LAHY, J. M. *Le système Taylor et la physiologie du travail professionnel*. (Paris: Gauthier-Villars. 1921. Pp. 216.)

LICHTNER, W. O. *Time study and job analysis*. (New York: Ronald. 1921. Pp. 397. \$6.)

MCCORMICK, H. H. and WILBER, C. H. *The salesman's rights under the federal and state laws as applied to interstate commerce*. (Chicago: Authors, Ashland Block. Pp. 30. \$1.50.)

MCJOHNSTON, H. *Business correspondence*. (New York: Alexander Hamilton Inst. 1921. Pp. xv, 322.)

- McKAY, C. W. *Telephone rates and values*. (Boston: Cornhill Pub. 1921. Pp. 245. \$4.50.)
- McLAUGHLIN, R. P. *Oil land development and valuation*. (New York: McGraw-Hill. 1921. Pp. viii, 196. \$3.)
- McMATH, J. C. *Speculation and gambling in options, futures and stocks in Illinois*. (Chicago: G. I. Jones. 1921. Pp. xxxvi, 70.)
- McMICHAEL, S. L. *Long term land leaseholds, including ninety-nine year leases*. (Cleveland, O.: Author. 1921. Pp. 190.)
- MANLY, J. M. *Better advertising: a practical manual of the principles of advertising*. (Chicago: F. J. Drake & Co. 1921. Pp. 157.)
- MEYER, H. H. B., chief bibliographer. *List of references on landlord and tenant, with special reference to recent rent increases*. (Washington: Library of Congress, Division of Bibliography. 1920. Pp. 9.)
- MOORE, W. C. *Wall Street, its mysteries revealed, its secrets exposed, together with a complete course of instruction in speculation and investment and rules for safe guidance therein*. (New York: Author. 1921. Pp. 144.)
- MUNSON, E. L. *The management of men*. (New York: Holt. 1921. Pp. 795. \$6.)
- MUSICK, W. L. *Practical bookkeeping and accounting*. (Chicago: Universal Textbook Co. 1921. Pp. 242.)
- OBERG, E. V. *Modern apprenticeships and shop training methods*. (New York: The Industrial Press. 1921. Pp. ix, 118. \$1.)
- PUTNEY, A. H. *Commercial law and interstate commerce, legal forms*. (Chicago: Lincoln Inst. of Business. 1921. Pp. v, 467. \$3.)
- RIETZ, H. L., CRATHORNE, A. R. and RIETZ, J. C. *Mathematics of finance*. (New York: Holt. 1921. Pp. xii, 280.)
Contains chapters on interest, annuities, valuation of bonds, mathematics of depreciation, the operation of funds in building and loan associations, theory of probability with special reference to its application in insurance, and the valuation of life insurance policies.
- RUSSELL, T. H. *Salesmanship and advertising*. *Real estate*, by G. W. KIRKMAN. (Chicago: Lincoln Inst. of Business. 1921. Pp. 328. \$3.)
- SAKOLSKI, A. M. *Elements of bond investment*. (New York: Ronald. 1921. Pp. 158. \$2.)

The author of this little volume limits his discussion to modern financial investment, which he considers to be "surrendering of purchasing power to another, with a view to obtaining a profit in addition to the amount surrendered" (p. 3), and still further, as the title of the volume indicates, to corporate bonds. The treatment throughout the book is brief and not intended to be exhaustive. It is a "first book" in bond investment. Bonds are classified into national government, state, county and municipal bonds, and railroad, public utility, and industrial bonds. Each type is briefly described and the important investment considerations noted. There is a short bibliography at the end of each chapter. The

chapter on financial statements contains a good outline of those parts of accounting theory most essential to an understanding of corporate affairs in their relation to investment bonds.

STANLEY E. HOWARD.

SAKOLSKI, A. M. *Railroad securities; a course of study with references.* (New York: Doubleday for Investment Bankers Assoc. of America. 1921. Pp. 105.)

This volume belongs to the series referred to above under Collver, and is a complement to the volume on *Railroad Securities* by Dr. Sakolski noted above. Like the other volumes in the series it contains a guide to the reading with references and bibliography. Some of the chapter headings are: Classes of railroad securities, Equipment trust certificates, Physical factors underlying investment values, Analysis of traffic, Railroad financial statements, Railroad capitalization, Railroad receivership, Railroad reorganization, and Marketing of railroad securities. The appendices contain the principal provisions of the Transportation act of 1920, and an analysis of savings bank laws with reference to railroad investments.

SHIDLE, N. G. *Finding your job.* (New York: Ronald. 1921. Pp. 200. \$2.)

SIKES, C. S. *Railway accounting.* Part I. (Chicago: La Salle Extension Univ. 1920. Pp. x, 140.)

SPENCER, W. H. *Law and business.* Vol. I. *Introduction.* Edited by L. C. MARSHALL. (Chicago: Univ. of Chicago Press. 1921. Pp. xv, 611. \$4.50.)

TODMAN, F. S. *Wall Street accounting.* (New York: Ronald. 1921. Pp. 352. \$6.)

TOLMAN, M. *Positions of responsibility in department stores and other retail selling organizations; a study of opportunities for women.* (New York: The Bureau of Vocational Information. 1921. Pp. 126.)

WATKINS, G. P. *Electrical rates.* (New York: Van Nostrand Co. 1921. Pp. 228.)

Accountants' index: a bibliography of accounting literature to December, 1920. (New York: American Inst. of Accountants. 1921. Pp. 1578. \$15.)

Consolidated tables of bond values. Pocket edition. (Boston: Financial Pub. Co. 1921. Pp. 751.)

Showing net returns from 2.90 to 15 per cent on bonds and other redeemable securities paying interest semi-annually.

Costs, merchandising practices, advertising and sales in the retail distribution of clothing. Six vols. (New York: Prentice-Hall. 1921.)

Issued by the Northwestern University School of Commerce, Bureau of Business Research, in coöperation with the National Association of Retail Clothiers.

Foremanship: the standard course of the United Y. M. C. A. Schools. Vol. IV. (New York: Assoc. Press. 1921. Pp. 218. \$9.)

Operating expenses in retail jewelery stores in 1920. Operating expenses in the wholesale grocery business in 1920. Bureau of Business Research bulls. no. 27 and 26. (Cambridge, Mass.: Harvard Univ. Press. 1921. Pp. 46; 27. \$1. each.)

The preparation and use of financial statements. (Chicago: Manufacturers' Assoc., 76 W. Monroe St. 1921. Pp. 19.)

Wills, estates, and trusts. (New York: Ronald. 1921. \$8.)

Capital and Capitalistic Organization

The Financial Policy of Corporations. By ARTHUR STONE DEWING. I, *Corporate Securities* (pp. 154); II, *Promotion* (pp. 173); III, *The Administration of Income* (pp. 164); IV, *Expansion* (pp. 234); V, *Failure and Reorganization* (pp. 196). Separate index for each volume and a general index covering all five of them. (New York: Ronald Press Company. 1920. \$12.00. There is a manual of problems to be used with these volumes, published in 1921.)

Professor Dewing's five-volume contribution to the literature of corporation finance will undoubtedly receive a warm welcome both by academic students and teachers and by practical financiers and other business men. The materials used in the compilation of this work have been carefully handled, well organized, and presented in an interesting language and in a suggestive as well as a descriptive style. The statements of fact in the body of the text are abundantly substantiated by footnote references and the footnotes contain also many concrete instances illustrative of the principles and facts stated in the text. The manual of problems contains material well calculated to facilitate the work of giving thorough instruction.

In volume I—*Corporate Securities*—common and preferred stocks, bonds secured by pledge of specific property, bonds secured by credit, equipment obligations and convertible issues are described and to some extent judged from the investor's point of view. The author seems to consider that the investing public and financial writers have been inclined to overrate bonds secured by pledge of specific property as compared with bonds secured by credit, as debentures. To quote: ". . . a default in the interest or principal of debenture bonds precipitates failure and receivership. In the final reorganization, securities are given a preference according to their relative priorities; and the question whether a security does or does not possess a lien on specific property is more a legal fiction than a matter of practical consideration" (p. 78). Similarly one gets from the discussion of preferred stocks (chap. 6) the impression that these securities are not as desirable for investment purposes as is commonly supposed.